

ORDER



Orders
Order / Rev: 166440
Alt Order #: 06323821
Product Desc: NRSC-THOMPSON
Estimate:
Flight Dates: 09/20/12 - 09/30/12
Original Date / Rev: 09/20/12 / 09/21/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency Name: Nebo Media, Inc.
Buying Contact: Neil Williams
Billing Contact:
 P.O. Box 3775
 Washington, DC 20027

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Poli/NRSC-Thompson/R/Sen/WI
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	37	\$20,100.00	\$17,085.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	37	\$20,100.00	\$17,085.00	0.00
Totals	37	\$20,100.00	\$17,085.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	15%	\$20,100.00
Market	100%	\$134,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	30%	\$40,200.00
WITI	30%	\$40,200.00
WMLW-	2%	\$2,680.00
WPXE	0%	\$0.00
WTMJ	23%	\$30,820.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WDJT	09/20/12	09/22/12	CBS58 Nws 5p M-Sa/530M		5-530p/530-6p ---T-S-	:30	2	\$150.00	P-2	0.00	NM	1	\$150.00
CBS58 Nws 5p M-Sa/530p Su														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	---T-S-		2		\$150.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WDJT	09/17/12-09/23/12		CBS58 Nws 5p M-Sa/530p		S 5-530p/530-6p		---Th-Sa--	:30	(\$150.00)	0.00	NM		
See MG 13.7,13.8,13.9,13.10,13.11,13.12														
2	WDJT	09/24/12	09/29/12		CM	5-530p/530-6p MTWT-S-	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00

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Advertiser: Poli/NRSC-Thompson/R/Sen/WI
 Product Desc: NRSC-THOMPSON
 Estimate: WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS58 Nws 5p M-Sa/530														
CBS58 Nws 5p M-Sa/530p Su														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWT-S-				5	\$150.00		0.00			
3	WDJT	09/20/12	09/22/12	M - SU Late News	CM	10p - 1035p ---TFS-	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
M-Su 10p-1035p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TFS-				3	\$600.00		0.00			
4	WDJT	09/24/12	09/27/12	M - SU Late News	CM	10p - 1035p M--T---	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
M-Su 10p-1035p														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M--T---				2	\$750.00		0.00			
N 5	WDJT	09/25/12	09/28/12	Morning News M-F 6a - 7a	CM	6a-7a -T-TF-- (6:00 AM-7:00 AM)	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
M-F 6a - 7a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-TF--				2	\$50.00		0.00			
6	WDJT	09/24/12	09/27/12	CBS Mning Nws M-F 7-9a	CM	7a-9a M--T---	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
CBS This Morning M-F 7a-9a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M--T---				2	\$50.00		0.00			
7	WDJT	09/21/12	09/21/12	Let's Make a Deal 9a-10a	CM	858a-10a ----1--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
Let's Make a Deal 9a-10a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----1--				1	\$175.00		0.00			
8	WDJT	09/20/12	09/20/12	Price Is Right 10a-11a	CM	10a - 11a ---1---	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
Price is Right 10a-11a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---				1	\$300.00		0.00			
9	WDJT	09/25/12	09/28/12	Price Is Right 10a-11a	CM	10a - 11a -TW-F--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
Price is Right 10a-11a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TW-F--				3	\$300.00		0.00			
10	WDJT	09/27/12	09/27/12	Y&R 11a-12p	CM	11a - 12p ---1---	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
The Young & the Restless 11a-														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---1---				1	\$350.00		0.00			
11	WDJT	09/20/12	09/20/12	News at Noon	CM	12p-1230p ---1---	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
News at Noon														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---				1	\$100.00		0.00			
12	WDJT	09/28/12	09/28/12	News at Noon	CM	12p-1230p ----1--	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
News at Noon														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----1--				1	\$125.00		0.00			
N 13	WDJT	09/20/12	09/20/12	Jeopardy 6p-630p	CM	M-F 6p-630p ---1---	:30	1	\$400.00	P-2	0.00	NM	6	\$3,300.00
6p-630p/Jeopardy														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---1---				1	\$400.00		0.00			

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 Product Desc: NRSC-THOMPSON
 Estimate:

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 13	WDJT	09/20/12	09/20/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	---1---	:30	1	\$400.00	P-2	0.00	NM	6	\$3,300.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 09/17/1209/23/12---1---1\$400.000.00</div></div></div>															
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	09/17/12-09/23/12		Jeopardy 6p-630p		M-F 6p-630p	---Th----	:30		(\$400.00)		0.00	NM		
See MG 13.7, 13.8, 13.9, 13.10, 13.11, 13.12															
7	WDJT	09/24/12-09/28/12		Jeopardy 6p-630p		M-F 6p-630p	MTWThF----	:30		\$750.00		0.00	NM		
Ⓜ MG for 1.1, 14.2, 13.1															
8	WDJT	09/24/12-09/28/12		Wheel of Fortune 630p-7p		M-F 630p-7p	MTWThF----	:30		\$750.00		0.00	NM		
Ⓜ MG for 1.1, 14.2, 13.1															
9	WDJT	09/24/12-09/28/12		Letterman 1035p-1135p		1035p-1135p	MTWThF----	:30		\$200.00		0.00	NM		
Ⓜ MG for 1.1, 14.2, 13.1															
10	WDJT	09/30/12-09/30/12		Sun 10-1030a		10a-1030a	-----Su	:30		\$300.00		0.00	NM		
Ⓜ MG for 1.1, 14.2, 13.1															
11	WDJT	09/30/12-09/30/12		NFL Today		NFL Today	-----Su	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 1.1, 14.2, 13.1															
12	WDJT	09/24/12-09/28/12		Price Is Right 10a-11a		10a - 11a	MTWThF----	:30		\$300.00		0.00	NM		
Ⓜ MG for 1.1, 14.2, 13.1															
N 14	WDJT	09/20/12	09/21/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	---TF--	:30	2	\$500.00	P-2	0.00	NM	1	\$500.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 09/17/1209/23/12---TF--2\$500.000.00</div></div></div>															
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WDJT	09/17/12-09/23/12		Wheel of Fortune 630p-7p		M-F 630p-7p	---ThF----	:30		(\$500.00)		0.00	NM		
See MG 13.7, 13.8, 13.9, 13.10, 13.11, 13.12															
15	WDJT	09/20/12	09/20/12	Th 9p - 10p Th 9p - 10p	CM	Th 9p - 10p	---1---	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 09/17/1209/23/12---1---1\$2,000.000.00</div></div></div>															
16	WDJT	09/21/12	09/21/12	Fr 8p - 9p CSI: New York	CM	8p - 9p	----1--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 09/17/1209/23/12----1--1\$1,000.000.00</div></div></div>															
17	WDJT	09/23/12	09/23/12	NFL Early Game Regular NFL Early Game	SPRT	NFL Early Game	-----1	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 09/17/1209/23/12-----11\$2,000.000.00</div></div></div>															
18	WDJT	09/30/12	09/30/12	Sun Late News Sun Late News	CM	10p-1035p	-----1	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 09/24/1209/30/12-----11\$750.000.00</div></div></div>															
19	WDJT	09/30/12	09/30/12	Face the Nation Face the Nation	CM	930a-10a	-----1	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 09/24/1209/30/12-----11\$500.000.00</div></div></div>															
20	WDJT	09/30/12	09/30/12	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 09/24/1209/30/12-----11\$3,000.000.00</div></div></div>															
21	WDJT	09/24/12	09/24/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div></div><div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 09/24/1209/30/121-----1\$700.000.00</div></div></div>															
Totals													37	\$20,100.00	